

Amendments to the Drawings

The attached drawing sheet includes changes to Figure 11. This sheet replaces the original sheet that shows Figure 11. In the replacement sheet for Figure 11, the boxes used in the block diagram are labeled to show what the boxes mean.

Attachment: Replacement Sheet

REMARKS

The present Amendment amends claims 1, 25, 27, and 29. Upon entry of this Amendment, claims 1-39 will be pending. Accordingly, the application presents thirty-nine (39) claims, of which four (4) are in independent form (claims 1, 25, 27 and 29). With the one month extension for filing this Amendment, Applicant expects an additional fee of \$60.00 to be due. For the additional filing fee and any other fees which are deemed necessary following submittal of this Amendment, the undersigned hereby authorizes such fees to be charged to our deposit account, Deposit Account No. 061910.

In the Office Action, Examiner objects to Figure 11 because it is a block diagram with no indication of what the boxes mean, save for the reference numerals. As such, Applicant attaches hereto an amended Figure 11 with indication of what each of the boxes means. Additionally, in the Office Action, Examiner objects to claims 25-28 as lacking proper antecedent basis in the use of the phrase “the stored data”. Specifically, the phrase is found in the sixth line of claim 25 and in the sixth line of claim 27. Applicants have amended claims 25 and 27, replacing the phrase “the stored data” with the phrase “stored data from the means”. As such, Applicant believes Examiner’s objections have been overcome with respect to the drawings and the claims.

In the Office Action, Examiner rejects claims 1-39 under 35 U.S.C. 103(a) as being either (i) unpatentable over Piotrowski (U.S. Patent Application Publication 2003/0088496) in view of official notice, (ii) unpatentable over Piotrowski in view of official notice and in view of Mulla et al. (U.S. Patent No. 6,311,896), or (iii) unpatentable over Piotrowski in view of anonymous article “Sabre Simplifies Rental Car Shopping W/Geosearch Feature” (“Sabre”).

Applicant has amended independent claims 1, 25, 27, and 29 to overcome their corresponding rejections. Examiner rejected claim 1 under 35 U.S.C. 103(a) as being unpatentable over Piotrowski in view of official notice. To overcome this rejection, Applicant has amended claim 1 with respect to the “server application” element as follows: “the server application adapted to route at least portions of the transferred data to one or more retailer network sites for automatic purchase of products at the retailer network sites without consumer intervention, the products being associated with the product tags” (underlined portions representing the amended language). With this amendment of claim 1, Applicant believes to have overcome Examiner’s rejection because Piatrowski does not teach the aspect of automatically purchasing products at retailer network sites with a server application without consumer intervention and Applicant believes that this aspect would not be obvious in view of official notice.

Examiner rejected claim 25 under 35 U.S.C. 103(a) as being unpatentable over Piotrowski in view of official notice. To overcome this rejection, Applicant has amended claim 25 with respect to the “server application” element as follows: “the server application adapted to route the transferred data to one or more retailer network sites and signal the client application if the routing is successful, the server application adapted to complete a purchase at the one or more retailer network sites by directing a consumer to the one or more retailer network sites via one or more of the client application and the server application” (underlined portions representing the amended language). With this amendment of claim 25, Applicant believes to have overcome Examiner’s rejection since Piatrowski does not teach the aspect of completing a purchase at one or more retailer network sites by directing a consumer to the one or more retailer

network sites and Applicant believes that this aspect would not be obvious in view of official notice.

Examiner rejected claim 27 under 35 U.S.C. 103(a) as being unpatentable over Piotrowski in view of official notice. To overcome this rejection, Applicant has amended claim 27 with respect to the “server application” element as follows: “the server application adapted to interpret the transferred data using information stored in a database of the server application, the database adapted to store portions of the transferred data interpreted by the server application as being not specific to one or more network retailers, the server application also having a controller, the controller adapted to route portions of the transferred data interpreted by the server application as being specific to one or more network retailers to the one or more retailer network sites” (underlined portions representing the amended language). With this amendment of claim 25, Applicant believes to have overcome Examiner’s rejection since Piatrowski does not teach the aspect of extrapolating portions of the transferred data based on the portions being interpreted as specific or not specific to one or more network retailers and Applicant believes that this aspect would not be obvious in view of official notice.

Examiner rejected claim 29 under 35 U.S.C. 103(a) as being unpatentable over Pictrowski in view of official notice. To overcome this rejection, Applicant has amended claim 29 with respect to one of the steps as follows: “transferring at least portions of the scanned data to one or more retailer network sites from the server using a server application for automatic purchase of products at the retailer network sites without consumer intervention, the products being associated with the product tags” (underlined portions representing the amended language). With this amendment of claim 29, Applicant believes to have overcome Examiner’s

rejection since Piatrowski does not teach the aspect of automatically purchasing products at retailer network sites with a server application without consumer intervention and Applicant believes that this aspect would not be obvious in view of official notice.

Applicants believe that no new matter is introduced by entry of these amendments and that the amendments are fully supported by the specification and application as a whole. Applicants have amended certain claims solely to advance prosecution of this application and to obtain the allowance of claims at the earliest possible date. No admission should be inferred by these amendments. Applicants reserve the right to prosecute the originally filed claims in a continuation application.

In light of the above, Applicants submit that the present rejections should be withdrawn and prompt allowance of this application is respectfully requested. If the Examiner feels that prosecution of the present application can be materially advanced by a telephonic interview, the undersigned would welcome a call at the number listed below.

Respectfully submitted,



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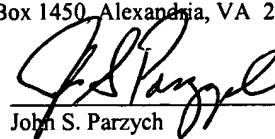
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CERTIFICATE OF MAILING

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Page 12 of 13

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